

*Working Paper No. 1 for  
Commercial Ocean  
Recreational Activity  
(CORA) Study*

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**PROJECT OVERVIEW AND  
METHODOLOGICAL  
FRAMEWORK FOR DATA  
COLLECTION**

Prepared for:

March 2005

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# ***Chapter 1***

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## ***Project Overview***

## **I. PROJECT OVERVIEW**

### **A. INTRODUCTION**

Effective management of the County of Maui's beach parks is a necessary element in ensuring optimum and sustained recreational experiences by residents and visitors alike. With continued growth in resident and visitor populations of Maui, new demands are placed on the carrying capacities of existing beach parks and the overall sustainability of these valuable resources is being threatened. Beach park carrying capacities may be approached during peak user periods with limited facilities and infrastructure and environmental constraints generating competition for and conflict among existing park resources. These conditions have raised concern regarding the overall effectiveness of the County's current beach park management framework.

Recognizing this challenge, the County of Maui, through its Council and its Department of Parks and Recreation (hereafter referred to as the "Department"), has reviewed pertinent sections of the Maui County Code that relate to beach park management. A specific opportunity for better managing parks was identified through the Council's adoption of Ordinance 3143 in the year 2003. This ordinance established a framework for managing Commercial Ocean Recreation Activities (hereafter referred to as "CORA") on County property, including both beach parks and beach access points.

As provided by Ordinance 3143, the purpose of this County law is "*...to fairly and effectively regulate CORA to ensure that County beach parks and other County property are utilized for the community's maximum recreational, environmental and economic benefit*". The ordinance defines "CORA" as an ocean recreational activity conducted by a business for a patron in or on a County beach park or other County property. Such

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activities may include, but not be limited to kayaking, snorkeling, scuba diving, surfing, kiteboarding, and windsurfing.

Towards further defining implementation parameters for Ordinance 3143, the Department has been granted rule-making authority to develop specific and enforceable criteria, in the form of administrative rules for permit issuance and management. The Department is currently formulating a set of Interim Rules that are designed to regulate existing CORA operations for the short-term.

It is the Final Rules that will, however, ultimately govern the permitting administration for CORA operations. Such rules, therefore, need to be based on sound technical planning data and analysis. With this consideration in mind, the Department has commissioned a consultant study to assess selected County beach parks with the intent of using the study findings and recommendations as a basis for developing its Final Rules. It is noted that the formulation of the Interim Rules currently being processed are not within the scope of this study. The Interim Rules will be superseded once this study is completed and a coherent foundation for Final Rules adoption is established.

**B. ORDINANCE BACKGROUND**

The impacts of CORA at County beach parks were initially addressed during the July 31, 2003 meeting of the Council's Parks and Agriculture Committee. Topics discussed at the meeting included the use of County resources, such as water, electricity, and wastewater; vandalism; the need for enforcement and self-policing by the ocean recreational activity industry; the use of County facilities by businesses without proper permits; and the overuse of certain West Maui beach parks.

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In response to these concerns, the Department of the Corporation Counsel highlighted the need to emphasize the following principles in addressing the management of County beach parks on Maui:

- There is no legal right to use public property for private profit.
- The County has no jurisdiction over activities in the ocean.
- The County's primary duty and obligation is to maintain and operate County Parks for the general public's use and benefit.

The formulation of a regulatory framework for the use of County parks with a requirement to balance CORA and general public uses and to ensure the implementation of an effective enforcement program was acknowledged.

The resulting Ordinance 3143 was approved by the County Council on October 7, 2003 and amended the Maui County Code (MCC) relating to Ocean Recreational Activity Permits (hereafter referred to as "ORAP"). See Appendix "A". The ordinance repealed Chapter 5.24, MCC, and amends Chapter 13.04, MCC by: (1) adding a new article relating to the conduct of ocean recreational activity businesses; and (2) transferring the administration of ocean recreational activity permits from the Department of Finance to the Department.

The key provisions of Chapter 13.04, MCC following the adoption of Ordinance 3143 are highlighted in Table 1.

**Table 1**

<b>KEY PROVISIONS OF CHAPTER 13.04, MAUI COUNTY CODE</b>	
<b>Code Section</b>	<b>Provision</b>
<i>Applicability (13.04.250)</i>	<ul style="list-style-type: none"><li>• To regulate CORA in or on County property.</li></ul>
<i>Purpose (13.04.255)</i>	<ul style="list-style-type: none"><li>• To fairly and effectively regulate CORA to ensure that County beach parks and other County property are utilized for the community's maximum recreational, environmental, and economic benefit.</li></ul>
<i>Prohibitions (13.04.256)</i>	<ul style="list-style-type: none"><li>• CORA is prohibited at Baldwin Beach Park, Cove Park, Hookipa Beach Park, Kamaole Beach Park I, Kamaole Beach Park II, Kamaole Beach Park III, the southern portion of Kalama Park (the section of Kalama Park from the sand beach at Cove Park to the southern most parking area adjacent to South Kihei Road), Launiupoko Beach Park, and Puamana Beach Park.</li></ul>
<i>Permit Requirement; Additional Regulation (13.04.260)</i>	<ul style="list-style-type: none"><li>• It is unlawful for any business to conduct CORA without a permit.</li><li>• A separate permit shall be required for each CORA.</li><li>• Additional regulation of CORA shall be established by applicable rules, including but not limited to the days, time, place, and volume of use of County beach parks.</li></ul>
<i>Permit Conditions (13.04.270)</i>	<ul style="list-style-type: none"><li>• All permits shall be subject to conditions relating to safety certifications and policies, conduct of business transactions, equipment loading, unloading and storage, and insurance and indemnification requirements.</li></ul>
<i>Permit Term; Suspension; Revocation (13.04.290)</i>	<ul style="list-style-type: none"><li>• Permits shall have a duration of up to one year.</li><li>• The director may suspend or revoke any permit issued pursuant to this article if the permit holder has violated any rule, ordinance, or statute related to the CORA.</li></ul>



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The Department, through this study, has initiated the process of formulating the Final Rules required in order to implement, interpret, and prescribe policy, procedure, or practice, as necessary, to carry out the requirements of this ordinance. As set forth by the ordinance, the rules may include limitations to the days, time, place and volume of use of County beach parks, as well as prescribing standards for the establishment of safety policies by CORA permit holders.

**C. STUDY GOAL AND OBJECTIVES**

The purpose of this CORA Study is to collect, organize and analyze beach park data for a representative sample group of County-owned beach parks. This information will provide a foundation for formulating the Final Rules for CORA permitting. To ensure that study results are both useful and credible towards facilitating the rule-making process, the following study goal has been established:

- *Ensure that the data collection and analysis process is appropriately integrated with a sound stakeholder and public input process.*

In furtherance of this goal, the following study objectives have been identified.

**Objective No. 1:** Utilize data collection techniques that incorporate field assessments, literature research, interviews, and CORA operator surveys.

**Objective No. 2:** To the extent practicable, utilize the knowledge base of CORA operators in assessing beach park capacity parameters.

**Objective No. 3:** Develop and prepare incremental study updates

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and/or working papers for review by both stakeholders and the public.

**Objective No. 4:** Establish an open and ongoing process for receiving stakeholder and public comments.

The foregoing goal and objectives are the guideposts under which detailed study methodologies and processes have been developed. It should be noted that beach park assessments and a CORA Operator Survey represent the central foundation of this study. The assessments and survey have been designed to incorporate an overall methodological framework that fully addresses the aforementioned goal and objectives.

**D. STUDY DEFINITIONS AND ABBREVIATIONS**

It is important that terms and abbreviations used within this study are first clarified in order to minimize uncertainty and to ensure that the study report is viewed in appropriate context. In this regard, the following definitions are provided:

**“County Property”** - means any real or personal property owned by or under the control of the County or any County agency. County property includes, but is not limited to: equipment and fixtures; streets and highways; parking areas; sidewalks, roadway shoulders, easements, and rights of way; recreational facilities and community centers; beach accesses; beach parks; and beaches, from the high water mark or vegetation line to the location where other private or public property rights begin or if a certified shoreline map recorded with the State of Hawaii exists, those areas, indicated by the map.

**“Park or parks”** - means a public park, including but not limited to any park, park roadway, parking area, playground, athletic field, beach, beach right-of-way, tennis court, and other recreational areas under the control and management of the Department.

**“Ocean Recreational Activity”** - means engaging in or providing instruction or guidance regarding the use of equipment in any pursuit that is primarily conducted in or on the ocean, including but not limited to

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kayaking, snorkeling, scuba diving, surfing, kiteboarding, and windsurfing, excluding any pursuit requiring an operator to hold a license or permit from the State of Hawaii Division of Boating and Recreation (DBR) or the United States Coast Guard (USCG).

**“Commercial Ocean Recreational Activity (CORA)”** - means ocean recreational activity conducted by a business for a patron in or on a County beach park or other County property.

**“Ocean Recreational Activity Permit (ORAP)”** - means a permit that is required by a business in order to conduct CORA operations at County-owned parks.

**“Environmental Analysis (EA)”** – means an analysis of environmental and related parameters affecting County parks. Although the EA methodology for use in this study has been designed to be comprehensive, the Department has determined that the conduct of an environmental analysis for purposes of formulating administrative rules is not subject to State environmental assessment requirements set forth by Chapter 343, Hawaii Revised Statutes.

**“Patron”** - means any person who contracts to participate in ocean recreational activity.

**“Director”** – means the director of the Department or an authorized representative.

**“Ocean Safety Officer (OSO)”** - means a fully trained lifeguard employed by the Department and assigned to ensure the ocean safety of County beach park users.

## ***E. STUDY PHASES***

This CORA Study is being prepared and implemented in phases to allow for both stakeholder and public input at key product delivery milestones. This approach has been established in accordance with the study goal and objectives cited above.

### ***1. Phase I: Data Collection/Analysis and Environmental Analysis***

This component of the study involves the collection of County parks

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data relating to facilities and infrastructure characteristics, environmental parameters and CORA operator use patterns and requirements. Data collection techniques include field visits, literature research, interviews, and commercial operator surveys. The specifics of these data collection methodologies are described in Section II of this working paper. Subsequent working papers will include narrative text and supporting tables and graphics to provide a comprehensive description and analysis of each of the County beach parks selected for inclusion within the study.

**2. Phase II: Recreational Opportunities and Constraints**

This phase of the study will involve an analysis of park use issues and concerns, which will be consolidated in the production of a separate working paper. Potential implications for management under administrative rules will also be discussed. As appropriate, recommendations for permit conditions and limitations may be identified for the County parks.

**3. Phase III: Formulation of Draft Final Rules**

The underlying purpose of this project phase is to work with the Department in defining the general terms and provisions for rule making. This phase of work will take the findings and recommendations from the previous phases of work to develop a set of Draft Final Rules that will be utilized by the Department for public hearing purposes.

As indicated above, each phase of work will include written report(s) or working paper(s) which will be used as a vehicle for securing stakeholder and public input. Upon completion of all phases of work cited above, a final report compiling the working

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papers for each phase will be assembled as a single final report document for further review and submission to the County Council. The final report will serve as the principal technical document supporting the formulation and implementation of the Final Rules.

***F. STUDY SCOPE***

As mentioned previously, the Department has initiated this study in order to address the need to formulate a set of administrative rules, which are to be implemented in compliance with Chapter 13.04, MCC. The effective application and the enforcement of rules is a necessary prerequisite toward achieving the County's primary objective of ensuring that County-owned parks are maintained in such a way so as to ensure the community's maximum recreational, environmental and economic benefit.

In order to effectively address sustainability requirements and capacity limits, this study will provide an analysis of current and projected trends in County beach park use by both the general public and CORA operators. A methodological framework, encompassing both beach park assessment and survey data collection techniques, will be applied to a pre-selected and representative sample group of 17 beach parks around the coast of the island of Maui.

***1. Beach Parks to be Addressed in Study Scope***

At present, there are 57 CORA permit holders conducting approximately 417 activities at 29 County beach parks on the island of Maui. Recognizing resource limitations and budgetary constraints, the Department initially identified a representative sample of 17 of the 29 beach parks to be addressed by this study. On March 1, 2005, a meeting with CORA operators and Department representatives was conducted to introduce the

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consultant team and study scope. Comments were received on the initial list of 17 parks, leading to adjustments to the list of parks to be addressed by this study. An analysis of permit volumes and available facilities provided the primary basis for beach park selection in the park selection revision process. Other factors, such as land ownership and potential for development, were also considered in the selection of the final study group of 17 County-owned beach parks.

Table 2 provides the listing of the County parks selected as the representative sample of 17 beach parks to be addressed by this study. Table 3 is a listing of the remaining beach parks which are not addressed by this study.

**Table 2**

<b>COUNTY PARKS TO BE ADDRESSED IN STUDY SCOPE</b>				
<i>Beach Park</i>	<i>Current No. Of Permits Issued</i>	<i>Permitted CORA Activities</i>	<i>Main CORA Activities</i>	<i>Reason for Inclusion in Scope of Study</i>
Makena Landing	53	K, KB, SC, SK, S, W	K, SC, SK	Very High Volume CORA Use
Ulua/Mokapu	44	K, KB, SC, SK, S, W	SC, K, SK	Very High Volume CORA Use
Ukumehame	32	K, KB, SC, SK, S, W	S, K, SC, SK	Very High Volume CORA Use
Kalama (North)	27	K, KB, SC, SK, S, W, C	S, K	Very High Volume CORA Use
Kanaha (Developed and Undeveloped)	27	K, KB, SC, SK, S, W	W, KS	Very High Volume CORA Use
Hanakaoo	23	K, KB, SC, SK, S, W	K, S, SC, SK	High Volume CORA Use
D.T. Fleming	22	K, KB, SC, SK, S, W	K, S, SC, SK	High Volume CORA Use
Kamehameha Iki	19	K, SC, S, C	S, SK	High Volume CORA Use
Keawekapu I	18	K, SC, SK, S	SC, SK	High Volume CORA Use
Palauea	16	K, SC, SK	SC, SK	High Volume CORA Use
Papalaua	16	K, KB, SC, SK, S, W	SC, SK	High Volume CORA Use
Maluaka	11	K, SC, SK	SC, SK	Medium Volume CORA Use
Memorial Park (Mai Poina Oe lau)	11	K, KB, SC, S, W	SC, W, K, KS	Medium Volume CORA Use
Hana Bay	6	K, KB, SC, SK, S, W	K, SK	Ensures Coverage of East Maui Area
Waihee	5	K, KB, SC, SK, S, W	SC	Medium Volume CORA Use
Wahikuli	4	SC, SK, S	SC	Medium Volume CORA Use
Waipuilani	3	W, K	W, K	Medium Volume CORA Use
<b>TOTAL NO. OF PERMITTED ACTIVITIES</b>	<b>337</b>			
Activities: K - Kayaking, KB - Kiteboarding, S - Surfing SC - Scuba, SK - Snorkeling, SN - Snuba, W - Windsurfing				

**Table 3**

<b>OTHER COUNTY PARKS NOT ADDRESSED IN STUDY SCOPE</b>				
<i>Beach Park</i>	<i>Current No. Of Permits Issued</i>	<i>Permitted CORA Activities</i>	<i>Main CORA Activities</i>	<i>Reason for Inclusion/Exclusion in Scope of Study</i>
Wailea	23	K, KB, SC, SK, S, W	K, SC, SK	Ulua/Mokapu to serve as Representative Example
Polo	19	K, SC, SK, S, W	K, SC, SK	Ulua/Mokapu to serve as Representative Example
Poolenalena	14	K, KB, SC, SK, S, W	K, SC, SK	Kanaha to serve as Representative Example
Waiehu	8	K, KB, SC, SK, S, W	SC	Insufficient Facilities Infrastructure
Kapalua	5	K, SC, SK	K, SC, SN	Park Land is Under Private Ownership
Honokowai	3	K, KB, SC, SK, S, W	SC, SK	Low Volume CORA Use (Unsuitable CORA Site)
Coral Gardens	2	SC, SK	SC, SK	Insufficient Facilities Infrastructure
Napili Bay	2	SC, SK	SC, SK	Low Volume CORA Use
Honomanu	1	K, KB, SC, SK, W	K	Low Volume CORA Use
Kahekili	1	SK	SK	Park Land is Under Private Ownership
Makena Surf	1	SK	SK	Insufficient Facilities Infrastructure
Pohaku	1	SN, S	S	Low Volume CORA Use
Haycraft	0	KB, SC, SK, S, W	W, S, SC	Low Volume CORA Use
Kalepolepo	0	K, KB, SC, SK, S, W	SK	Low Volume CORA Use
<b>TOTAL NO. OF PERMITTED ACTIVITIES</b>	<b>80</b>			
Activities: K - Kayaking, KB - Kiteboarding, S - Surfing SC - Scuba, SK - Snorkeling, SN - Snuba, W - Windsurfing				



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**G. SCOPE IMPLICATIONS**

Limiting the scope of work to the 17 selected parks (based on available funding) allows for analysis needed to develop a sound foundation for formulating the Final Rules on CORA activities. As noted, the 17 selected parks are deemed representative as they: (1) recognize those parks which have the highest use potential based on the number of permits issued; (2) account for those parks that are similar to others from a physical, locational and use standpoint; and (3) recognize the need for a geographic representation of parks from various Community Plan districts.

The remaining County parks (listed in Table 3), while not examined as part of this study, are nonetheless acknowledged as being integral components of the County-wide system of parks. While not considered in the scope of this study, the methodological framework for analyzing the 17 selected parks can be transferred and applied to the remaining parks. Analysis of these remaining parks can be undertaken internally by the Department or studied separately by others as additional funds become available.

It is important to note that the limitation of the study scope to 17 parks does not mean that the CORA activities at the remaining parks will be limited or prohibited. The selection of the 17 representative parks enables optimum parks analysis upon which the structuring of the Final Rules can be developed. With this in mind, the limitation of the study to the 17 selected parks is not intended to minimize the importance and relevance of the remaining parks for their CORA value and overall community recreational values.

# ***Chapter II***

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## ***Methodological Framework for Data Collection***

## **II. METHODOLOGICAL FRAMEWORK FOR DATA COLLECTION**

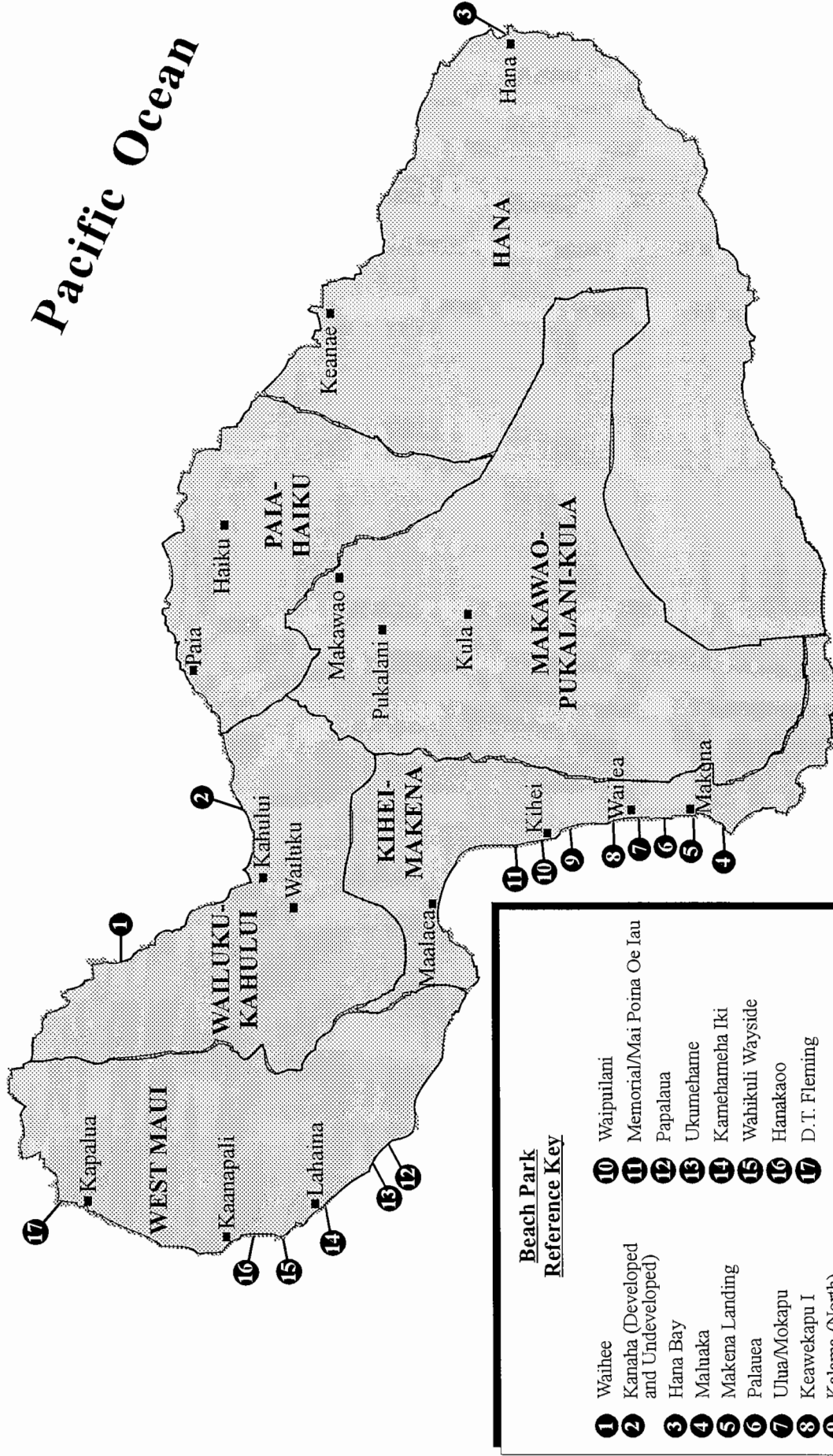
### **A. INTRODUCTION**

This study, encompassing both beach park assessments and CORA operator surveys, is intended to give the reader an insight into beach park usage around Maui. The results of the assessments and surveys will provide the basis for determining regulatory parameters for CORA operations. Analysis and discussion of the beach park assessments along with the CORA operator surveys will enable the Department to effectively address issues of carrying capacities at County-owned beach parks and to make informed decisions regarding permitting procedure under Ordinance 3143. The following sections provide an explanation of the methodological framework for data collection utilized to fulfill the goal and objectives of the CORA Study.

### **B. BEACH PARK ASSESSMENTS**

As previously outlined in Section I, a sample group of 17 County-owned beach parks have been included within the scope of this study in order to provide an effective framework for assessing and formulating CORA permitting procedures. Of these 17 beach parks, eight (8) are located in the Kihei-Makena Community Plan region, six (6) in the West Maui region, two (2) in the Wailuku-Kahului region and one (1) in the East Maui region. See Figure 1. For purposes of this CORA Study, the beach parks will be regionally grouped and analyzed according to the Community Plan region to which they belong. Table 4 provides a brief informational overview of the beach parks addressed in the study scope.

*Pacific Ocean*



Source: County of Maui, Dept. Of Planning

**Figure 1**



# Commercial Ocean Recreational Activity (CORA) Study Location Map for Studied Beach Parks

NOT TO SCALE

Prepared for: County of Maui, Dept. Of  
Parks and Recreation

**Table 4**

KEY INFORMATION FOR COUNTY PARKS IN STUDY SCOPE						
Beach Park Name	Community Plan Region	Address/Location	Tax Map Key (TMK)	Developed Area (acres)	Park Hours	Ocean Safety Officer Assigned
Makena Landing	Kihei-Makena	Makena Alanui Road, Makena, HI	2-1-07:10	TBC	7am-7pm	NO
Ulua/Mokapu	Kihei-Makena	Wailea Alanui Drive, Wailea, HI	2-1-08:88	TBC	7am-8pm	NO
Ukumehame	West Maui	Mile 12, Honoapiilani Highway, Lahaina, HI	4-8-02:31	3.8	TBC	NO
Kalama (North)	Kihei-Makena	1910 South Kihei Road, Kihei, HI	3-9-05:52	36.5	7am-7pm	NO
Kanaha	Wailuku-Kahului	Amala Place, Kahului, HI	3-8-01:019/119	40	6am-10pm	YES
Hanakaao	West Maui	Honoapiilani Highway, Lahaina, HI	4-4-13:06/07	4.8	7am-8pm	YES
D.T. Fleming	West Maui	Honoapiilani Highway, Lahaina, HI	4-2-04:16	3.4	TBC	YES
Kamehameha Iki	Kihei-Makena	505 Front Street, Lahaina, HI	4-6-02:10 POR	1.8	7am-8pm	NO
Keawekapu I	Kihei-Makena	South Kihei Road, Kihei, HI	2-1-10:999	TBC	TBC	NO
Palauea	Kihei-Makena	Makena-Keoneoio Road, Wailea, HI	2-1-11:18/19	TBC	TBC	NO
Papalaua	West Maui	Mile 11/12, Honoapiilani Highway, Lahaina, HI	4-8-02:41	6.7	TBC	NO
Maluaka	Kihei-Makena	Makena Road, Makena, HI	2-1-06:56/59	TBC	TBC	NO
Memorial Park (Mai Poina Oe lau)	Kihei-Makena	Mile 5, South Kihei Road, Kihei, HI	3-9-01:25	1.5	7am-7pm	NO
Hana Bay	Hana	510 Ua Kea Road, Hana, HI	1-4-04:32	0.5	6am-10pm	YES (Summer Only)
Waihee	Wailuku-Kahului	Halewaiu Road, Waihee, HI	3-2-13:06 POR	4	TBC	NO
Wahikuli	West Maui	Honoapiilani Highway, Lahaina, HI	4-5-21:07	8.3	TBC	NO
Waipuilani	Kihei-Makena	Waipuilani Road, Kihei, HI	3-09-01:01	20.2	TBC	NO

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The beach park assessment procedure adopted for this study draws upon a variety of data collection techniques, including, site visits, photographic documentation, literature research, as well as interviews with Ocean Safety Officers. Each of the 17 beach parks has been assessed using a four-pronged procedure, as illustrated below:

**1. Facility Assessment**

A Facility Assessment was completed at each of the 17 beach parks by confirming and updating existing facilities inventory through review of Department-provided information and site visits. Beach park facilities evaluated in this study included permanent structures (OSO offices/equipment storage rooms/canoe clubs), parking stalls, vehicle access points, toilets (including facilities for the disabled), showers/changing rooms (indoor/outdoor), picnic/BBQ facilities, drinking water taps/fountains, trash disposal (small/large trash receptors), public pay phones, and ADA access points. A sample Facility Assessment data collection form is provided in Appendix "B".

Each of the above noted facilities were assessed with respect to three (3) parameters: facility availability, quantity and overall condition. Observation during site visits allowed an initial evaluation of available facilities and a subsequent estimation as to relative adequacy. A rating system was developed for the purposes of evaluating the condition, whereby facilities were assigned a number based upon a rating scale of 1 to 5, with 1 representing "Excellent Condition" and 5 indicating "Improvements Required". It is noted that the condition rating system is subjective in nature and represents a limitation to the overall study. In order to reduce the importance of this limitation and to ensure overall

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consistency, the same individual will conduct multiple visits to each of the 17 beach parks falling within the study scope.

## **2. Activity Assessment**

Activity Assessments were completed through site visits and activity counts, as well as through the application of local knowledge and input from CORA operators received during review sessions. In order to provide a snapshot image of park usage, the activity assessments were expanded to include both CORA and other non-commercial activities, both ocean and land-based. CORA activities, as outlined in Ordinance 3143 include surfing, kayaking, windsurfing, kiteboarding, scuba, snuba and snorkeling. Other (non-commercial) activities that take place at beach parks around the Maui coastline include swimming, fishing/gathering, spearfishing, skimboarding, sailing, sunbathing, walking/jogging, dog-walking, beach games, park games, picnics/BBQs and camping. A sample Activity Assessment data collection form is provided in Appendix "C".

A rating system, based upon the observed level of usage at a particular point in time, was developed and incorporated within the Activity Assessment framework to give general indication of volume of use for each activity undertaken at a particular beach park. Applicable activities were assigned a number based on the rating scale of 1 to 5, with 1 representing "No Usage" and 5 indicating "Over-Usage".

Again, to minimize the limitation of subjectivity, beach park assessments were, to the extent practicable, conducted in times of "best" weather conditions.

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### 3. **Environmental Analysis**

An Environmental Analysis (EA) was conducted for each of the beach parks included within the study sample. The EA framework was designed to provide an existing environment description along with information regarding potential impact considerations for a pre-defined list of environmental quality indicators. See Appendix "D". A total of fourteen (14) indicators were selected for inclusion in the analysis procedure to ensure a broad coverage of beach park environment parameters. Indicators considered are summarized below:

#### (i) **Surrounding Land Uses**

- Provides a land use context to the beach park being assessed.
- Includes land use conditions of areas surrounding the beach parks.

#### (ii) **Flora/Fauna**

- Provides a general description of the land-based vegetative and wildlife characteristics of the area in which the beach park being assessed is located.

#### (iii) **Topography/Soils**

- Provides a description of the range and characteristics (permeability, erosion potential etc.) of individual soil-types underlying the area in which the beach park being assessed is located.

#### (iv) **Shoreline Geology/Physiographical Features**

- Provides a description of the type of geology (rock features and depositional formations) found along the shoreline of the beach park being assessed.



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(v) **Offshore Bottom Type**

- Provides a description of type of ocean bottom present in the waters directly adjacent to the beach park being assessed (sand channels, coral reef, limestone outcrops etc.).

(vi) **Stream Hydrology/Surface Drainage Characteristics**

- Provides a description of stream resources present in or around the beach park being assessed (streams, gulches etc).
- Drainage characteristics in times of rainfall are highlighted, as well as any associated water quality degradation issues.

(vii) **Marine Biology**

- Provides an overview description of marine life characteristics associated with the waters adjacent to the beach park being assessed. (This component does not involve the conduct of new marine biological surveys. Rather, data from existing sources are used to generally characterize the marine biological environment.)
- The presence of endangered species such as whales, turtles and monk seals is also highlighted.

(viii) **Water Quality**

- Provides a description of the overall quality of waters adjacent to the beach park being assessed.
- Potential sources of both point and intermittent pollution are highlighted.
- Monitoring data from the Department of Health, Clean Water Branch was utilized as a basis for evaluating ocean water quality at beach parks.

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(ix) **Archaeological/Cultural Resources and Practices**

- Provides a description as to the presence of any archaeological resources (walls, structures etc.) and any cultural practices (e.g., gathering, access, religious uses, etc.) that occur in or around the beach park.

(x) **Air Quality**

- Provides a description of the overall air quality at the beach park being assessed.
- Information on point and intermittent sources of pollution in the vicinity of the beach park is also noted.

(xi) **Noise**

- Provides a description of ambient noise levels at the beach park being assessed.
- The presence of point and intermittent sources of noise generators is also detailed.

(xii) **Traffic**

- Provides a description of local roadways serving the area in which a beach park is located.
- Vehicle access to the beach park being assessed is also accounted for.

(xiii) **Scenic/Open Space Resources**

- Provides a description of the nature of the views available from the beach park being assessed.
- Scenic and open space resources may include ocean, mountain, forest and neighboring island views.

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(xiv) **User Demographics and Park Character**

- Provides a description of the typical cross-section of park users that frequent the beach park being assessed.
- The resulting interaction of the users at the beach park, both positive and negative, is also assessed to give a subjective impression of beach park character.

4. **Natural Hazard Assessment**

A Natural Hazard Assessment is also included within the overall scope of the beach park assessment procedure. The Natural Hazard Assessment addresses major hazard parameters such as tsunami, stream flooding, high waves, storms, coastal erosion, and volcanic/seismic activity in order to assign an Overall Hazard Rating (OHR) to each beach park. See Appendix "E". Literature resources used as the primary tool for the hazard assessments are from research conducted by the University of Hawaii, State of Hawaii Office of Planning and National Oceanic and Atmospheric Administration.

5. **General Assessment Considerations**

It is noted that two (2) additional sections were included on the same matrix sheet as the Natural Hazard Assessment matrix: (1) a "General Comments" section; and (2) "CORA Suitability Observations" section. The "General Comment" section was integrated into the EA matrices to allow additional pertinent, non-CORA related information to be noted by the assessor(s), such as park hours of operation, presence of Ocean Safety Officers (OSO), etc. The "CORA Suitability Observations" section was added to enable the assessor exclusive space for noting potential issues relating to the park's adaptability for CORA operations.

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Following completion of the data collection project phase, the four (4) assessment matrices will be integrated for each individual beach park. Written assessment summaries, utilizing information contained within the data collection assessment matrices, will be formulated for each of the beach parks. This information will be presented in the next working paper.

**C. CORA OPERATOR SURVEY**

A survey of CORA operators is being administered as the second element of the methodological framework for the CORA Study. Survey data is necessary to evaluate current patterns and trends in CORA usage of County parks.

**1. Survey Population**

A list of names and addresses of the current County of Maui ORAP holders was obtained from the Department of Finance through the Department. The Department of Finance previously administered the ORAP program which included the issuance and renewal of permits to operators. A total of 57 ORAP permits were issued in 2003 for the various County parks. Since the passage of Ordinance 3143 in October 2003, no new ORAP permits have been issued to new operators for County beach parks. Resumption of new permit issuance is pending completion of this CORA Study and the transition of permits administration from the Department of Finance to the Department.

**2. Questionnaire Design**

A survey questionnaire was developed for CORA operators, to provide a baseline of current CORA operations at the selected 17 County beach parks. The survey questions were focused on

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determining which beach parks were used for which types of CORA activities, how often and how long they were used, as well as whether companies had plans for future expansion.

The questionnaire was developed based on the project scope provided by the Department. The Department reviewed the draft survey and approved it. Following the approval of the survey, a public meeting with the CORA operators was scheduled to provide them with an overview of the project scope and to inform them of the survey. The questionnaire was distributed to CORA operators present at the first informational meeting on March 1, 2005. Remaining surveys were mailed to CORA operators. Additionally, there were a few non-ORAP holders who also requested surveys. These CORA operators became aware of the survey either through the informational meeting or through word-of-mouth in the CORA community. A copy of the final questionnaire is included in Appendix "F".

### **3. Survey Procedure**

The questionnaires were coded and randomly distributed at the initial public meeting. The remaining surveys were cross referenced with the name and permit number of remaining ORAP holders. A cover letter explaining the purpose of the survey, brief instructions and contact names and number to call for assistance in completing the questionnaire was sent with the questionnaire. A self-addressed stamped envelope was also included for the return of the questionnaire.

The survey was distributed to attendees at the March 1, 2005 informational meeting and mailed out on March 2, 2005 to the

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remaining CORA operators. Respondents were given a two (2) week period to complete and return the survey by March 18, 2005. The following steps were taken to increase the survey response rate:

- No financial data was required from CORA operators.
- A public meeting held prior to handing out surveys helped to define the need for CORA operator input in the study.
- All mailed surveys included a self-addressed, stamped envelope.

***D. SUMMARY***

Working Paper No. 1 provides an overview of the scope of the CORA Study, addressing in particular, the study background, goal and objectives and methodological framework. The early preparation and circulation of Working Paper No. 1 allows for timely dialogue among the Department, stakeholders and the public to ensure that all parties understand the scope, rationale and limitations of the study. While a comprehensive analysis of all County parks is preferred, the study scope has been shaped to provide and yield the most useful and applicable information in the context of resources available.

As noted at the outset, the methodological framework used in assessing the 17 selected parks for this study can be used for the remaining parks not addressed by the study. The intent of this approach is to recognize that while resource limitations may not enable full and comprehensive review of all County parks, there is an acknowledgment that each park is an important component of the County system of beach parks, and each possesses important resource and recreational values.

# ***Appendices***

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# ***A p p e n d i x   A***

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***Ordinance No. 3143,  
Bill No. 34 (2003)***



ORDINANCE NO. 3143

BILL NO. 34 (2003)

Draft 1

A BILL FOR AN ORDINANCE REPEALING CHAPTER 5.24,  
MAUI COUNTY CODE, PERTAINING TO OCEAN RECREATIONAL  
ACTIVITY BUSINESS PERMITS, AND AMENDING CHAPTER 13.04,  
MAUI COUNTY CODE, PERTAINING TO RECREATIONAL AREA REGULATIONS

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Chapter 5.24, Maui County Code, is repealed.

SECTION 2. Section 13.04.020, Maui County Code, is amended by  
adding new definitions to be appropriately inserted and to read as  
follows:

"Business" means any enterprise or establishment, including but not limited to, sole proprietorships, joint ventures, partnerships, corporations, fraternal organizations, clubs, unorganized associations or any other entities, whether for profit or not for profit, and includes all employees of the business.

"Business location" means a permanent, fixed place of business located in the County identifiable by a tax map key number and street address. A post office box number is not sufficient to identify a fixed place of business.

"County property" means any real or personal property owned by or under the control of the County or any County agency. County property includes, but is not limited to: equipment and fixtures; streets and highways; parking areas; sidewalks, roadway shoulders, easements, and rights-of-way; recreational facilities and community centers; beach accesses; beach parks; and beaches, from the high water mark or vegetation line to the location where other private or public property rights begin or if a certified shoreline map recorded with the State of Hawaii exists, those areas indicated by the map.

"Equipment" means tangible business property except any device or conveyance that requires an operating license or permit from the State of Hawaii division of boating and recreation or from the United States coast guard.

"Ocean recreational activity" means engaging in or providing instruction or guidance regarding the use of equipment in any pursuit that is primarily conducted in or on the ocean, including but not limited to kayaking,

snorkeling, scuba diving, surfing, kite surfing, and windsurfing, excluding any pursuit requiring an operator to hold a license or permit from the State of Hawaii division of boating and recreation or the United States coast guard. Engaging in and providing instruction or guidance to any patron regarding the use of equipment in the same pursuit shall constitute no more than one ocean recreational activity.

"Rules" means administrative rules of the department of parks and recreation adopted pursuant to section 13.04.220 that implement, interpret, or prescribe policy, procedure, or practice as necessary to carry out this chapter's requirements."

SECTION 3. Section 13.04.065, Maui County Code, is repealed.

**["13.04.065 Exemption from obtaining Type V permit.** Provided businesses engaged in ocean recreational activity, as defined in Maui County Code chapter 5.24, have obtained an ocean recreational activities permit, those businesses are exempted from having to obtain a Type V permit as required in this chapter."]

SECTION 4. Chapter 13.04, Maui County Code, is amended by adding a new article to be appropriately designated and to read as follows:

**"ARTICLE X. Commercial Ocean Recreational Activity**

**13.04.250 Applicability.** A. This article regulates commercial ocean recreational activity in or on County property.

B. This article does not apply to competitions or events necessitating permits pursuant to article IV.

**13.04.251 Definitions.** For purposes of this article, certain phrases and words are defined as follows:

"Applicable rules" means rules consistent with this article's purpose.

"Applicant" means a business applying for a permit.

"Commercial ocean recreational activity" means ocean recreational activity conducted by a business for a patron in or on a County beach park or other County property.

"Patron" means any person who contracts to participate in ocean recreational activity.

"Permit" means a permit issued pursuant to section 13.04.270, unless a different type of permit is specified.

**13.04.255 Purpose.** This article's purpose is to fairly and effectively regulate commercial ocean recreational activity to ensure that County beach parks and other County property are utilized for the community's maximum recreational, environmental, and economic benefit.

**13.04.256 Prohibitions.** Commercial ocean recreational activity is prohibited at Baldwin Beach Park, Cove Park, Hookipa Beach Park, Kamaole Beach Park I, Kamaole Beach Park II, Kamaole Beach Park III, the southern portion of Kalama Park (the section of Kalama Park from the sand beach at Cove Park to the southern most parking area adjacent to South Kihei Road), Launiupoko Beach Park, and Puamana Beach Park.

**13.04.260 Permit requirement; additional regulation.** A. It is unlawful for any business to conduct commercial ocean recreational activity without a permit.

B. If a business chooses not to obtain a permit pursuant to section 13.04.270, a type V permit as required pursuant to article IV shall be obtained before a business may conduct commercial ocean recreational activity.

C. A separate permit shall be required for each commercial ocean recreational activity.

D. Additional regulation of commercial ocean recreational activity shall be established by applicable rules, including but not limited to the days, time, place, and volume of use of County beach parks.

**13.04.270 Permit application; issuance; denial; appeal.** A. Permit applications shall be available and may be submitted at district park offices. An applicant may seek multiple permits in a single application.

B. A permit application shall be in writing, properly verified under oath, and shall not be deemed complete until such application sets forth and includes the following:

1. The applicant's name, business location address, mailing address, and telephone numbers;
2. The specific ocean recreational activity for which the permit is being sought;
3. The name of the County beach park;

4. A list stating the license number, type, description, and gross vehicle weight of all motor vehicles to be used by the applicant;

5. Any other information required by applicable rules;

6. An application fee and a permit fee as set forth in the annual County budget;

7. The number of certified copies needed for the business to comply with section 13.04.310;

8. State and federal tax clearance certificates; and

9. A list of the equipment to be used by the applicant.

C. Within five business days from receipt of a complete application, the director shall submit a copy of the complete application to the department of police. The department of police shall within twenty business days from the receipt thereof submit to the director a written report with any recommendations or special conditions that may be necessary or desirable. If the department of police does not submit a report within twenty business days, it shall be deemed to have submitted a report with no comments on the application. Upon request from the department of police, the director may grant the department additional time to review the application, in accordance with applicable rules.

D. An applicant shall notify the director within five business days of a change to any information required to be included in the application after the application is submitted for approval or after the permit has been issued. Failure to comply may result in suspension or revocation of the permit.

E. The director may issue the permit, upon payment of any required fee, with or without special conditions or requirements in accordance with applicable rules. The director shall issue or deny the permit within thirty business days of the director's receipt of the department of police's report. If the director denies the permit, the director shall notify the applicant in writing of the decision, setting forth the reasons for the denial. If the director does not issue or deny the permit within thirty business days of the director's receipt of the department of police's report, the permit shall be deemed denied.

F. Any decision by the director under this article may be appealed by the applicant in accordance with section 13.04.125.

**13.04.280 Permit conditions.** All permits shall be subject to following conditions:

A. The permit holder shall provide proof of current American Red Cross certification in cardiopulmonary resuscitation (CPR) and first aid, or equivalent certification;

B. All transactions necessary to entitle a patron to engage in ocean recreational activity (including but not limited to selection of activities to be engaged in, selection of equipment, execution of rental agreements, payment for services, distribution or posting of commercial notices, advertising, signage or tents) shall be accomplished at the permit holder's business location. No such transactions shall be permitted or performed in or on County property;

C. In the event applicable rules designate an exclusive area in or on County property for unloading, rigging, assembly, and disassembly of the permit holder's equipment, such activities shall be completed in that area and for no more than thirty minutes at a time; and

D. Only equipment authorized by the permit shall be unloaded from a vehicle. All other equipment shall remain enclosed in or placed on top of the vehicle used to transport the equipment. No equipment may be displayed, stored, maintained, or repaired in or on County property.

E. The permit holder shall:

1. Name the County as an additional insured on the permit holder's general liability insurance policy of at least \$1,000,000, which insurance shall include a duty to defend the County if the County is sued as the result of the permit holder's commercial ocean recreational activity. The insurance policy shall be issued by a provider that is acceptable to the County, as evaluated by standards established by applicable rules.

2. Provide the County with a copy of the insurance policy in which the County is named as an additional insured; and

3. Execute an indemnification agreement with the County covering any losses sustained as the result of the permit holder's commercial ocean recreational activity, over and above those losses covered by the permit holder's general liability insurance coverage.

F. The permit holder shall submit an acceptable safety policy, as evaluated by standards established by applicable rules.

**13.04.290 Permit term; suspension; revocation.** A. Permits issued pursuant to this article shall have a duration of up to one year pursuant to standards in

applicable rules and shall expire automatically, without notice to the permit holder, on the date specified on the permit.

B. The director may suspend or revoke any permit issued pursuant to this article if the permit holder has violated any rule, ordinance, or statute related to the commercial ocean recreational activity.

**13.04.300 Nontransferability.** Permits shall be nontransferable.

**13.04.310 Inspection of permit.** The permit holder shall at all times keep the permit in a prominent place, convenient for inspection, at the business location. Each permit holder shall also possess a copy of the appropriate permit while engaged in commercial ocean recreational activity.

**13.04.340 Ocean recreational activity fund.** There is hereby established and created a fund to be known as the "ocean recreational activity fund". Any fees collected pursuant to this article shall be deposited in the ocean recreational activity fund, are hereby deemed appropriated upon receipt, and may be expended for purposes relating to the implementation of this article, including but not limited to the provision of salaries, the purchase of equipment, and the maintenance of County property."

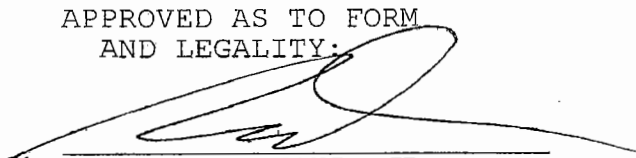
SECTION 5. Severability. If any provision of this ordinance or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of the ordinance that can be given effect without the invalid provision or application, and to this end the provisions of this ordinance are severable.

SECTION 6. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 7. Transition. From January 1, 2004 to June 30, 2004, permits may be obtained under either Chapter 5.24, Maui County Code, or Article X, Chapter 13.04, Maui County Code. Until July 1, 2004, a permit holder complying with Chapter 5.24, Maui County Code, shall not be prosecuted for any alleged violation of Article X, Chapter 13.04, Maui County Code, for any action or inaction relating to the permitted activity. From January 1, 2004, a permit holder complying with Article X, Chapter 13.04, Maui County Code, shall not be penalized pursuant to Section 5.24.080, Maui County Code, for any action or inaction relating to the permitted activity. Notwithstanding the foregoing, prior to the issuance of any permit pursuant to Article X of Chapter 13.04, an environmental assessment relating to commercial ocean recreational activity, as defined herein, shall be prepared and accepted in accordance with Chapter 343, Hawaii Revised Statutes.

SECTION 8. Section 1 of this ordinance shall take effect on June 30, 2004. Sections 2 through 7 of this ordinance shall take effect on January 1, 2004.

APPROVED AS TO FORM  
AND LEGALITY:



EDWARD S. KUSHI, JR.  
Deputy Corporation Counsel  
pa:misc:oceanactivity 1<sup>st</sup> reading:trk

WE HEREBY CERTIFY that the foregoing BILL NO. 34 (2003), Draft 1

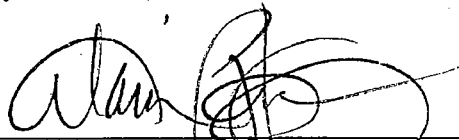
1. Passed FINAL READING at the meeting of the Council of the County of Maui, State of Hawaii, held on 3rd day of October, 2003, by the following votes:

Dain P. KANE Chair	Robert CARROLL Vice-Chair	G. Riki HOKAMA	Jo Anne JOHNSON	Dennis A. MATEO	Michael J. MOLINA	Wayne K. NISHIKI	Joseph PONTANILLA	Charmali TAVARE
No	Aye	Aye	Aye	Aye	Aye	Aye	Aye	Aye

2. Was transmitted to the Mayor of the County of Maui, State of Hawaii, on the 7th day of October, 2003.

DATED AT WAILUKU, MAUI, HAWAII, this 7th day of October, 2003.

RECEIVED  
OCT 7 PM 2:39  
OFFICE OF THE MAYOR



DAIN P. KANE, CHAIR  
Council of the County of Maui



ROY T. HIRAGA, COUNTY CLERK  
County of Maui

THE FOREGOING BILL IS HEREBY APPROVED THIS 13<sup>th</sup> DAY OF OCTOBER, 2003.



ALAN M. ARAKAWA, MAYOR  
County of Maui

I HEREBY CERTIFY that upon approval of the foregoing BILL by the Mayor of the County of Maui, the said Bill was designated as ORDINANCE NO. 3143 of the County of Maui, State of Hawaii.



ROY T. HIRAGA, COUNTY CLERK  
County of Maui

Passed First Reading on September 19, 2003.

Effective date of Ordinance:

Section 1 on June 30, 2004

Sections 2 through 7 on January 1, 2004.

I HEREBY CERTIFY that the foregoing is a true and correct copy of Ordinance No. 3143, the original of which is on file in the Office of the County Clerk, County of Maui, State of Hawaii.

Dated at Wailuku, Hawaii, on

RECEIVED  
OCT 13 PM 2:44  
OFFICE OF THE  
COUNTY CLERK

\_\_\_\_\_  
County Clerk, County of Maui



# ***A p p e n d i x   B***

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## ***Facility Assessment Matrix***

Beach Park: \_\_\_\_\_

Date of Site Visit: \_\_\_\_\_

## FACILITY ASSESSMENT

PARK FACILITIES	Availability*		Number	Facility Condition Code**	Comments
	✓	✗			
Park Structures (excluding Restrooms)					
Parking Stalls					
Vehicle Access Points					
Public Restrooms (including Disabled Facilities)					
Shower & Changing Room Facilities					
Picnic & BBQ Facilities					
Drinking Water Fountains & Taps					
Trash Disposal Facilities					
Public Telephones					
ADA Facilities					

\* AVAILABILITY: ✓ = AVAILABLE ✗ = NOT AVAILABLE

\*\* FACILITY CONDITION CODE: (1) EXCELLENT (2) GOOD (3) MODERATE (4) POOR (5) IMPROVEMENTS REQUIRED

# ***A p p e n d i x   C***

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## ***Activity Assessment Matrix***

Beach Park: \_\_\_\_\_

Date of Site Visit: \_\_\_\_\_

## ACTIVITY ASSESSMENT (i)

CORA APPLICABLE ACTIVITIES	Suitability*		Observed Total No. Of Participants	Observed No. Of C.O.R.A. Participants	Usage Code**	Comments
	✓	✗				
<i>Snorkeling</i>						
<i>SNUBA</i>						
<i>SCUBA</i>						
<i>Surfing/Bodyboarding</i>						
<i>Kayaking/Canoe Paddling</i>						
<i>Kiteboarding</i>						
<i>Windsurfing</i>						

\* SUITABILITY: ✓ = SUITABLE ✗ = UNSUITABLE

\*\* USAGE CODE: (1) NO USAGE (2) LOW USAGE (3) MODERATE USAGE (4) HIGH USAGE (5) OVER USAGE

## ACTIVITY ASSESSMENT (ii)

OTHER OCEAN RECREATIONAL ACTIVITIES	Suitability*		Observed Total No. Of Participants	Usage Code**	Comments
	✓	✗			
Swimming					
Spearfishing					
Skimboarding					
Sailing					
Other: _____					
LAND-BASED RECREATIONAL ACTIVITIES	Suitability*		Observed Total No. Of Participants	Usage Code**	Comments
	✓	✗			
Sunbathing					
Fishing/Gathering					
Walking/Jogging					
Dog-Walking					
Beach Games					
Park Games					
Picnics/BBQs					
Camping					
Other: _____					

\* SUITABILITY: ✓ = SUITABLE ✗ = UNSUITABLE

\*\* USAGE CODE: (1) NO USAGE (2) LOW USAGE (3) MODERATE USAGE (4) HIGH USAGE (5) OVER USAGE

# ***Appendix D***

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## ***Environmental Analysis Matrix***

Beach Park: \_\_\_\_\_

Date of Site Visit: \_\_\_\_\_

## ENVIRONMENTAL ANALYSIS (i)

<i>ENVIRONMENTAL ANALYSIS PARAMETERS</i>	Description of Existing Situation	Environmental Impact Considerations
Surrounding Land Uses		
Flora & Fauna		
Topography & Soils		
Shoreline Geology & Physiographical Features		
Offshore Bottom Type		
Stream Hydrology & Surface Drainage Characteristics		
Marine Biology		

# ENVIRONMENTAL ANALYSIS (ii)

ENVIRONMENTAL ANALYSIS PARAMETERS	Description of Existing Situation	Environmental Impact Considerations
Water Quality		
Archaeological/Cultural Resources & Practices		
Air Quality		
Noise		
Traffic		
Scenic and Open Space Resources		
User Demographics & Park Character		



# ***A p p e n d i x   E***

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## ***Natural Hazard Assessment Matrix***

Beach Park: \_\_\_\_\_

Date of Site Visit: \_\_\_\_\_

NATURAL HAZARD ASSESSMENT

HAZARD ASSESSMENT PARAMETERS	Natural Hazard Assessment	HAZARD ASSESSMENT PARAMETERS	Natural Hazard Assessment
Tsunami		Coastal Erosion	
Stream Flooding		Volcanic/Seismic Activity	
High Waves		OVERALL HAZARD RATING (OHR)	
Storms			

GENERAL PARK COMMENTS

CORA SUITABILITY OBSERVATION

# ***Appendix F***

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## ***CORA Operators Survey Form***

# Commercial Ocean Recreation Activity (CORA) Study COMMERCIAL OPERATORS QUESTIONNAIRE

Thank you for participating in this study. Although responses are voluntary and not required, your feedback is critical in assessing the use of County beach parks for Commercial Ocean Recreation Activities (CORA). Your responses will be kept strictly confidential. The results of this survey will assist the County Department of Parks and Recreation in developing administrative rules and procedures for CORA at the beach parks.

## Instructions

- Please respond to each question based on your CORA operation.
- When completing the questionnaire, reasonable estimates are acceptable.
- Please answer the questionnaire as best as you can. A partial response is acceptable.
- Please return the questionnaire in the attached, self-addressed stamped envelope by March 18, 2005.
- If you have any questions about this survey or need assistance in filling it out, please call Munekiyo & Hiraga, Inc. at 244-2015 and ask for Karlynn Kawahara or Mark Roy.

A. COMPANY INFORMATION											
1.	Name of Company (if DBA, please include also): _____										
2.	Physical address: _____										
3.	Mailing address: _____										
4.	Telephone contact number(s): _____										
5.	Total number of employees: _____										
6.	Breakdown of employees: Certified Instructors: _____ Assistants: _____ Support/Office staff: _____ Drivers: _____ Others: _____										
7.	Number of years in business on Maui: _____										
8.	Number and types of vehicles used for operation at beach parks  <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black; width: 40%;">Type of Vehicle (e.g., vans, trucks, mini-busses)</th> <th style="text-align: left; border-bottom: 1px solid black; width: 60%;">Number used</th> </tr> </thead> <tbody> <tr> <td style="border-bottom: 1px solid black;">1. _____</td> <td style="border-bottom: 1px solid black;">_____</td> </tr> <tr> <td style="border-bottom: 1px solid black;">2. _____</td> <td style="border-bottom: 1px solid black;">_____</td> </tr> <tr> <td style="border-bottom: 1px solid black;">3. _____</td> <td style="border-bottom: 1px solid black;">_____</td> </tr> <tr> <td style="border-bottom: 1px solid black;">4. _____</td> <td style="border-bottom: 1px solid black;">_____</td> </tr> </tbody> </table>	Type of Vehicle (e.g., vans, trucks, mini-busses)	Number used	1. _____	_____	2. _____	_____	3. _____	_____	4. _____	_____
Type of Vehicle (e.g., vans, trucks, mini-busses)	Number used										
1. _____	_____										
2. _____	_____										
3. _____	_____										
4. _____	_____										
9.	Are you a year-round or seasonal operation? _____ If seasonal, during what months do you operate? _____										

# **B. OCEAN ACTIVITY INFORMATION**

1. What types of Commercial Ocean Recreation Activities (CORA) do you offer? (Please check all that apply.)

- ☐ Windsurfing                      ☐ Surfing                      ☐ Snorkeling  
☐ SCUBA                              ☐ SNUBA                      ☐ Kiteboarding  
☐ Kayaking                              ☐ Other (Please specify) \_\_\_\_\_

2. Do you offer instruction in the activity(ies)? ☐ Yes ☐ No  
 Do you offer equipment rental for the activity(ies)? ☐ Yes ☐ No

3. What percentage of your business would you attribute to advance reservations for rentals and/or lessons? \_\_\_\_\_%

What percentage of your business would you attribute to walk up rentals and/or lessons? \_\_\_\_\_%

4. Do you provide transportation to the beach parks for your customers? ☐ Yes ☐ No

5. If you answered "Yes" to Question 4, what percentage of the total number of customers do you transport? \_\_\_\_\_%

6. Which of the following County of Maui beaches does your company utilize for CORA activities? (Please check all that apply.)

- ☐ Kanaha Beach Park                      ☐ Waihee Beach Park                      ☐ Hana Bay Park  
☐ Kalama Park North                      ☐ Kalepolepo Park                      ☐ Haycraft Park  
☐ Mai Poina Oe Iau (Memorial) Beach Park                      ☐ Makena Landing                      ☐ Maluaka Beach  
☐ D.T. Fleming Beach Park                      ☐ Kapalua Beach Access                      ☐ Pohaku Park  
☐ Honokowai Beach Park                      ☐ Hanakao Park                      ☐ Kamehameha Iki Park  
☐ Ukumehame Park                      ☐ Waikele Wayside Beach Park  
☐ Other(s) \_\_\_\_\_

7. If more than one (1) park is checked in Question 6, does your company operate out of multiple beach locations on any given day? ☐ Yes ☐ No

8. For each park checked in Question 6, please specify the typical days and hours you utilize the beach park.<sup>a</sup>

<u>Beach Park</u>	<u>Activities Offered</u>	<u>Days of Week</u>	<u>Hours Used (Time of Day)</u>
a. _____	• _____	_____	_____
	• _____	_____	_____
	• _____	_____	_____
*      *	*      *      *	*      *	*      *
b. _____	• _____	_____	_____
	• _____	_____	_____
	• _____	_____	_____
*      *	*      *      *	*      *	*      *
c. _____	• _____	_____	_____
	• _____	_____	_____
	• _____	_____	_____
*      *	*      *      *	*      *	*      *

<sup>a</sup> Use back of this page if more space is needed.

# **B. OCEAN ACTIVITY INFORMATION (Continued)**

9. For each park checked in Question 6, what is your average number of equipment rentals and/or lessons per day? <sup>b</sup>

<u>Beach Park</u>	<u>Activities Offered</u>	<u># of Lessons/Day</u>	<u># of Rentals/Day</u>	<u>Type of Equipment Rented (e.g. Surfboards, Snorkeling Gear, Kites, etc.)</u>
a. _____	• _____	_____	_____	_____
	• _____	_____	_____	_____
	• _____	_____	_____	_____
*      *	*      *	*      *	*      *	*      *
b. _____	• _____	_____	_____	_____
	• _____	_____	_____	_____
	• _____	_____	_____	_____
*      *	*      *	*      *	*      *	*      *
c. _____	• _____	_____	_____	_____
	• _____	_____	_____	_____
	• _____	_____	_____	_____
*      *	*      *	*      *	*      *	*      *

<sup>b</sup> Use back of this page if more space is needed.

10. What is the approximate amount of space needed to set up equipment and/or give classes? Approximately how long is the area used?

<u>Activity</u>	<u>Amount of Space Used (Square Feet)</u>	<u>Duration of Use (Minutes/Hours)</u>	<u>Location of Use (Beach Area/Park Area/Parking Lot)</u>
Windsurfing	_____	_____	_____
Surfing	_____	_____	_____
Snorkeling	_____	_____	_____
SCUBA	_____	_____	_____
Kiteboarding	_____	_____	_____
Kayaking	_____	_____	_____
SNUBA	_____	_____	_____
Other _____	_____	_____	_____
Other _____	_____	_____	_____

11. What is your average student to instructor ratio for each activity? (Please answer for all activities that apply.)

Windsurfing _____	Surfing _____	Snorkeling _____
SCUBA _____	SNUBA _____	Kiteboarding _____
Kayaking _____	Other (Please specify) _____	

12. What facilities, if any, do your customers utilize at the County beach parks? (Please check all that apply.)

<input type="checkbox"/> Showers	<input type="checkbox"/> Restrooms	<input type="checkbox"/> Changing rooms	<input type="checkbox"/> Parking lot
<input type="checkbox"/> Picnic tables	<input type="checkbox"/> Telephones	<input type="checkbox"/> Barbeque grills	<input type="checkbox"/> Electrical hook ups
<input type="checkbox"/> Pavilions	<input type="checkbox"/> Water faucets	<input type="checkbox"/> _____	<input type="checkbox"/> _____

# **FUTURE PLANS**

13. Do you intend to expand your business in the next 5-10 years? ☐ Yes ☐ No
14. If you answered "Yes" to Question 12, what areas would you like to expand upon? (If you answered "No" to Question 12, please go on to Question 16.)
- ☐ Increased variety of ocean recreation activities offered.
- ☐ Increased rentals and/or lessons in current activities offered.
- ☐ Expand to offer activities at additional County beach parks.
- ☐ Other \_\_\_\_\_
15. For each beach park that you currently use, approximately how much more physical space would you estimate would be needed (in general) to accommodate your intended expansion in the provision of CORA activities?
- | <u>Beach Park</u> | <u>Additional Area Needed (square feet)</u> |
|-------------------|---|
| a. _____          | _____                                       |
| b. _____          | _____                                       |
| c. _____          | _____                                       |
| d. _____          | _____                                       |
| e. _____          | _____                                       |
| f. _____          | _____                                       |
16. Would you support an increase in the County permit fees for CORA operators if it would allow for improved services (i.e., Park Rangers for enforcement, more restroom facilities, etc.)? ☐ Yes ☐ No
17. Please provide any additional comments about the CORA permit process or County beach parks. If more space is needed, please use the back of this page or attach comments.

18. Can we contact you if we have any questions about your responses? ☐ Yes ☐ No
- Phone No. \_\_\_\_\_

**Please be sure to return the survey by March 18, 2005 in the attached self-addressed, stamped envelope. Thank you for your time.**